Marketing Strategies
Using Social Media
Burns Harbor Career Development Model 2013

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What we will cover...

• Do you need to use social media?
• Types of social sites that can be used
• Best practices/uses
• Incorporating into your existing marketing
• Defining your marketing strategy
• Measuring your results
• Promoting your social media presence
• Connecting with Burns Harbor as a guide
What is social media?

“Interactions among people in which they create, share and exchange information & ideas in virtual communities & networks.”

What are the top 3 internet sites?

Google

Facebook

YouTube
Two types of marketing

INBOUND
Vs.
OUTBOUND
How do you incorporate social media into our current marketing program?
Video provided by

http://www.youtube.com/watch?v=TXD-Uq6_Wk&feature=player_embedded
Why use email marketing?

Many prospective students are accessing their inboxes daily!

1.) How to compile an email list
2.) Types of applications used
3.) Email best practices
4.) Measuring/tracking your results
Ways to compile your email list

1. Student registration
2. Sign up sheets in classrooms.
3. Have instructors have sheets available.
4. Have sign up form on your web site.
5. Include on Facebook page.
6. Pass out at new hire orientations.
7. Add to catalog as a how to subscribe to email list
Email Content...

1. Monthly newsletter
2. Classes offered
3. Information on instructors
4. Career fairs
5. Contests, promotions
6. News & developments
7. Changes/Additions to courses
Email best practices

1. Keep title simple.
2. Track your results.
3. Don’t over email.
4. Don’t spam.
5. Get permission to use email addresses.
6. Be thoughtful about your content.
Types of programs used:

- Constant Contact®
- MailChimp
- Eventbrite®
Example of an event email.
How to measure your success?
What makes a great web site?

www.mittalcareer.org
Web site best practices

1. Less is more
2. Tailor content to your prospective user
3. Have quality content & copy
4. Have easy navigation
5. Include all relevant contact info
6. Link to all social sites
7. Learn about SEO & keywords
8. Update regularly
9. Add credibility/testimonials-success stories
10. Track analytics
What is twitter?

Twitter allows you to share information with people who may not normally connect with via email or messaging.
Twitter stats...

11 accounts are created every second on Twitter. (source: Infographics Labs)

50% of Twitter users are using the social network via mobile. (source: Microsoft tag)

34% of marketers have generated leads using Twitter. (source: Digital Buzz Blog)

30% of twitter users are ages 18-24
Twitter Audiences

- 100% listen, 60% tweet.
- There are 200 million active users on Twitter.
- They talk about everything.
- They’re everywhere.
- And they’re on the move.
- They’re also avid retweeters.
Twitter Terms...

Tweet-140 character or less message

Hashtag (#)-Event, topic or region

Retweet (RT)-sharing content

@Replies-Who you’re talking to
Twitter Video.

http://www.youtube.com/watch?v=ygoqGfLBqFs
How can you use twitter at your site?

- Personal Branding
- Direct traffic your web site and other social sites
- Update your students
- Get feedback
- Advertise
Burns Harbor twitter page.

Give your target audience relevant information about your site.
Twitter Demo

https://twitter.com/MittalCareer
Rob Engel @EngelWealthMgmt
@MittalCareer @omnihf My mom has lost 21lbs since she started "Solutions at Work" as of today! Thank you! I couldn't be more proud of her!

Retweeted by MittalCareer

View conversation
What does it mean?
Activity: Compose a tweet

Write down on paper your 140 character or less tweet about:

A NEW CLASS YOU HAVE IN YOUR CATALOG.
Now let’s integrate facebook.
Some fb stats

23% of Facebook's users check their account 5 or more times daily. (source: Socialnomics)

More than 1 million websites have integrated with Facebook in various ways. (source: Uberly)

250 million photos are uploaded to Facebook every day. (source: Jeff Bullas)

80% of social media users prefer to connect with brands through Facebook. (source: Business2Community)

43% of Facebook users are male, while 57% of Facebook users are female. (source: Uberly)

Average user age is higher than twitter and is 25-34
Business or organization page
Guts of a facebook page

PICTURES

LINK TO APPLICATIONS

EVENTS

VIDEOS
Facebook page terms.

Likes/Fans
Status updates
Sharing
Profile picture
Cover photo
Likes/Fans.
How to get “Likes”
Burns Harbor “Like” contest.
Status updates

Starting May 1st with Computer Education Institute, Inc - Windows Movie Maker
Backing Up Your Media
Accessing Your Data At Home

How often do you back up your data?
What happens when you “Like”? 

LIKE + exposure = ACTION
How about “comment”?
What happens when you share?

Leaky faucet? Plugged drain? Learn how to tackle these household problems yourself! Sign up for "Basic Plumbing" instructed by Bill Cameon. Classes begin on March 1st.
Facebook’s NEWEST Feature...
Best practices for a good post

• Short and sweet
• Shorten your links
• Add photos, videos
• Have a call to action
• Keep it professional with a personal edge
• Don’t over post
• Be consistent
• Ask for involvement
Facebook Demo

https://www.facebook.com/mittalcareer?ref=hl
Facebook Activity:
Write a facebook page status update about a new class or event.

Would you use a picture?
A video?
A link?
A hashtag?
Facebook advertising is truly AMAZING.

Advertise on Facebook

Over 1 billion people. We’ll help you reach the right ones.
Measuring your success.
## Insights

### Overview

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Change</th>
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<tbody>
<tr>
<td>Total Likes</td>
<td>135</td>
<td>3.85%</td>
</tr>
<tr>
<td>Friends of Fans</td>
<td>45,868</td>
<td>16.59%</td>
</tr>
<tr>
<td>People Talking About This</td>
<td>34</td>
<td>100%</td>
</tr>
<tr>
<td>Weekly Total Reach</td>
<td>1,152</td>
<td>239.82%</td>
</tr>
</tbody>
</table>

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*All dates and times are in Pacific Time*

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![Graph showing insights over time]

- **Posts**
- **People Talking About This**
- **Weekly Total Reach**

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*Graph showing insights from Apr 21 to May 5*
Other Analytic Tools

Google Analytics
Anywhere. Anytime.

Adobe Social
Part of the Adobe Digital Marketing Suite
Marketing Strategy Model

- Website
- Social Media
- Catalog
- Email
- Flyers
How much time should you spend using social media?

1. Think of social media as a constant networking event.
2. Create quality content.
3. Work smart.
4. Make it a priority.
Management Tools
SOCIAL MEDIA ETIQUETTE

1. Be active and “give”
2. Add value
3. Build good relationships
4. Don’t overdo it!
5. Be respectful of the social world
6. Listen
7. Be accountable
8. Keep positive
9. Be yourself
10. Get Social!
Unemployable due to stupid personal stuff I put on my Facebook page.

Me too!

For me, it was an embarrassing YouTube video.

Signs of the social networking times.
Social Media is here to stay! Be confident & venture out into the "Social World" YOU CAN DO IT!
USW/ArcelorMittal
Burns Harbor Career Development:

www.facebook.com/MittalCareer

On twitter @MittalCareer

Subscribe to our email newsletter at mittalcareerdev@gmail.com

Find us on the web at www.mittalcareerg.org